



Application No. 11/234,069
Amendment dated September 21, 2006

Docket No.: 0033-0778P

AMENDMENTS TO THE CLAIMS

Claims 1-39 (Cancelled)

40. (Previously presented) A method of presenting advertising information comprising the steps of:

storing an application, data to be acted upon by the application and advertising data in computer readable form;

displaying an advertisement based on the advertising data;

running the application using the data to be acted upon by the application;

terminating the application;

while the application is terminated, receiving and saving additional data to be operated upon by the application and additional advertising data;

displaying an advertisement based on the additional advertising data; and

running the application using the additional data to be acted upon by the application.

41. (Previously presented) The method of claim 40 wherein said step of displaying an advertisement based on the additional advertising data comprises the step of displaying an advertisement based on the additional advertising data in response to a request to run the application using the additional data to be acted on by the application.

42. (Previously presented) The method of claim 41 including the additional step of, after displaying an advertisement based on the additional advertising data, requiring an input from a user before running the application using the additional data.

43. (Previously presented) The method of claim 40 including the additional step of storing an execution result of running the application and wherein said step of receiving and saving additional data to be operated upon by the application comprises the step of receiving additional information to be acted upon based on the stored execution result.

44. (Previously presented) The method of claim 40 including the additional step of specifying the additional advertising information to be received.

45. (Previously presented) The method of claim 40 wherein said step of displaying an advertisement occurs before said step of running the application using the data to be acted upon by the application.

46. (Previously presented) The method of claim 40 wherein said step of displaying an advertisement based on the additional advertising data occurs before running the application using the additional data to be acted upon by the application.

47. (Previously presented) An information processing apparatus comprising:
an information storing medium storing an application, data to be acted upon by said application, and advertising data;
a processor for running the application using the data to be acted upon by said application and for displaying an advertisement based on said advertising data;
an information receiving unit for receiving, when said processor is not running the application, additional data to be acted upon by said application and additional advertising data; and
an input for inputting an instruction to run said application using said additional data to be acted upon by said application.

48. (Previously presented) The information processing apparatus of claim 47 wherein said application comprises a game.

49. (Previously presented) The information processing apparatus of claim 47 wherein said information storing medium stores an execution result of said application.

50. (Previously presented) The information processing apparatus of claim 49 including an

advertising specifying unit for specifying additional advertising data.

51. (Previously presented) The information processing apparatus of claim 47 wherein said input for inputting an instruction comprises an input for inputting either an instruction to run said application using said data to be acted upon by said application or said additional data to be acted upon by said application.

52. (Previously presented) A method of presenting advertising information comprising the steps of:

storing an application, data to be acted upon by the application and advertising data in computer readable form;

displaying an advertisement based on the advertising data;

running the application using the data to be acted upon by the application;

receiving and saving additional data to be operated upon by the application and additional advertising data;

receiving a request to run the application using the additional data to be operated upon by the application;

in response to the request to run the application using the additional data to be operated upon by the application and before running the application, displaying an advertisement based on the additional advertising data; and

running the application using the additional data to be acted upon by the application.

53. (New) An information processing apparatus comprising:

an information storing medium storing an application, data to be acted upon by said application, and advertising data, wherein said data to be acted upon by the application does not comprise advertising information or formatting information for advertising information;

a processor for running the application using the data to be acted upon by said application and for displaying an advertisement based on said advertising data;

an information receiving unit for receiving, when said processor is not running the

application, additional data to be acted upon by said application and additional advertising data; and

an input for inputting an instruction to run said application using said additional data to be acted upon by said application.

54. (New) A method of presenting advertising information comprising the steps of: storing an application, data to be acted upon by the application and advertising data in computer readable form, wherein said data to be acted upon by the application does not comprise advertising information or formatting information for advertising information;

displaying an advertisement based on the advertising data;

running the application using the data to be acted upon by the application;

terminating the application;

while the application is terminated, receiving and saving additional data to be operated upon by the application and additional advertising data;

displaying an advertisement based on the additional advertising data; and

running the application using the additional data to be acted upon by the application.

55. (New) A method of presenting advertising information comprising the steps of: storing an application, data to be acted upon by the application and advertising data in computer readable form, wherein said data to be acted upon by the application does not comprise advertising information or formatting information for advertising information;

displaying an advertisement based on the advertising data;

running the application using the data to be acted upon by the application;

receiving and saving additional data to be operated upon by the application and additional advertising data;

receiving a request to run the application using the additional data to be operated upon by the application;

in response to the request to run the application using the additional data to be operated upon by the application and before running the application, displaying an advertisement based on

the additional advertising data; and

running the application using the additional data to be acted upon by the application.